

CA24N  
T150  
- 451

Tourism and Recreation  
Branch.

## ONTARIO/CANADA



TOURISM STATISTICAL  
HANDBOOK 1973



ONTARIO  
MINISTRY  
OF INDUSTRY  
AND TOURISM

TOURISM AND  
RECREATION  
STUDIES BRANCH  
REPORT NO.75

STATISTICAL  
HANDBOOK  
1972



Digitized by the Internet Archive  
in 2022 with funding from  
University of Toronto

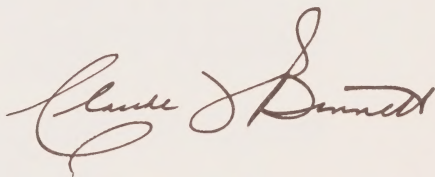
<https://archive.org/details/31761115468753>

## *PREFACE*

January, 1973

Tourism has an important role as a generator and circulator of wealth and its continued growth is vital to the economy of Ontario. The tourist industry ranks high among Ontario's industries, with tourist spending in the province amounting to \$1.8 billions in 1971. The highly labour intensive service industry is also growing both relatively and absolutely, assisted by the growth in travel by Ontario residents and visitors to the province.

This Statistical Handbook was prepared by Tourism and Recreation Studies Branch to record the extent of tourism in the province, the number of visitors, their attendance at various attractions, their participation in selected recreational activities, and other relevant data that serve as key tourism indicators.

A handwritten signature in dark ink, reading "Claude F. Bennett". The signature is fluid and cursive, with the first name "Claude" and last name "Bennett" clearly legible.

The Honourable Claude F. Bennett  
Minister of Industry and Tourism  
Province of Ontario.



## INDEX

### *Preface*

*page 1*

### VISITOR EXPENDITURE

- |             |   |
|-------------|---|
| Table No. 1 | Estimate of Total Visitor Expenditure in Ontario, 1968–1971.  |
| Map         | Ontario's Thirty-Two Vacation Areas.  |
| Table No. 2 | Number of Visits to Ontario and Related Direct Travel Expenditures by Vacation Area–1971.                       |
| Table No. 3 | Visitor Expenditure in Canada and Ontario By U.S. and Overseas Visitors, 1960 and 1965–1971.                    |
| Graph No. 1 | Comparison of Total Expenditure By U.S. and Other Foreign Country Visitors In Canada and In Ontario, 1965–1971. |

### VISITORS

- |              |   |
|--------------|---|
| Table No. 4  | Number of Visitors and Number of Passenger Vehicles Entering Ontario From the U.S.A., Showing U.S.A. Population and U.S.A. Visitor Expenditures In Ontario, 1960 and 1965–1971. |
| Graph No. 2  | Number of Passenger Vehicles Entering Ontario From the U.S.A., and Staying Less Than One Night, and One or More Nights, 1960 and 1965–1971.                                     |
| Table No. 5  | Non-Resident Vehicles Entering Canada 1970 and 1971.  |
| Table No. 6  | Highway Traffic at Ontario Border Ports, Comparison of Calendar Years 1962 and 1971.  |
| Table No. 7  | Growth of Travel From The United States—(Visitors Staying One or More Nights), 1950, 1955, 1960, and 1965–1971.   |
| Table No. 8  | American Automobiles Visiting Ontario and Staying One or More Nights, by Selected States of Primary U.S. Tourist Market, July 1 to September 30, 1969 and 1971.                 |
| Table No. 9  | Mode of Travel of U.S.A. Visitors to Ontario, 1969–1971.  |
| Table No. 10 | Itemized Travel Expenditures of U.S. Visitors to Ontario, 1969 and 1971.  |
| Table No. 11 | Main Reasons for Visiting Ontario—American Automobiles Visiting Ontario and Staying One or More Nights, July 1 to September 30, 1969 and 1971.                                  |

Table No. 12	Occupation of Visitor-Party Head—American Automobiles Visiting Ontario and Staying One or More Nights, July 1 to September 30, 1969 and 1971.
Table No. 13	Visitors From Overseas Countries Entering Ontario—1970.
Table No. 14	Visitors to Ontario Government Travel Information Centres 1950, 1955, 1960, and 1965—1971.
Table No. 15	Visitors to Ontario Government Travel Information Centres, 1971.

## HISTORIC SITES AND PARKS

Table No. 16	Visitors to St. Lawrence Parks Commission Sites, 1962, and 1968—1971.
Table No. 17	Number of Provincial Parks in Ontario and Number of Visitors, 1960, and 1965—1971.
Graph No. 3	Number of Visitors to Provincial Parks in Ontario, 1960 and 1965—1971.
Table No. 18	Niagara Parks Commission Attendance Figures at Park Facilities at Various Places in the Parks System, 1961, 1966 and 1970—1971.

## TOURIST ESTABLISHMENTS AND SEASONAL RESIDENCES

Table No. 19	Number of Tourist Establishments and Rental Units in Ontario Licensed by the Ontario Ministry of Industry and Tourism, and the Liquor Licence Board of Ontario, 1955, 1960, and 1965—1971.
Table No. 20	Tourist Establishments and Rental Units In Ontario Licensed by the Ministry of Industry and Tourism, by Type of Establishment, 1971.
Table No. 21	Seasonal Residences (Cottages and Cabins) Served by Ontario Hydro, 1951, 1955, 1960, and 1965—1971.
Graph No. 4	Number of Rental Units Available in Ontario, As Licensed by the Ontario Ministry of Industry and Tourism and Liquor Licence Board of Ontario (1965—1971), and Number of Seasonal Residences with Ontario Hydro Contracts (1955, 1960, and 1965—1971).
Table No. 22	Origins of Cottagers In Ontario, 1968.

## SELECTED ITEMS PERTAINING TO RECREATIONAL ACTIVITIES

Table No. 23	Growth in Ownership of Snowmobiles in Ontario, 1965—1972, and Summary of Selected Snowmobiling Characteristics, Winter 1969—1970.
--------------	---

Table No. 24	Summary of Selected Skiing Characteristics In Ontario, 1971/72.
Table No. 25	Ontario Household Ownership of Selected Outdoor Recreation Equipment, May, 1971.

#### EXPENDITURES ON TOURIST PROMOTION

Table No. 26	Provincial Government Expenditures on Tourist Promotion, Fiscal Year 1971/72.
Table No. 27	Comparison of Advertising and Publications Expenditures with U.S. Visitor Expenditure, for Ontario (Fiscal Years Ending 1962/63, 1965/66, and 1970/71/72), and For Quebec, Other Canadian Provinces Combined, Canadian Government Travel Bureau (1971/72).

#### APPENDIX

Tourist Establishment Occupancy in Ontario, January and July, 1972, and Average Total Occupancy of Ontario Tourist Establishments, By Type of Establishment (January, 1969 to 1972 and July, 1969 to 1972).  
Map of Thirty-Seven Vacation Areas.



TABLE No. 1

ESTIMATE OF TOTAL VISITOR EXPENDITURE IN ONTARIO, 1968-1971  
(IN \$ MILLIONS)

<i>Origin</i>	1968	1969	1970	1971	<i>Average Annual Percentage Increase (1968-1971)</i>
Ontario Residents (Direct) (1)	\$ 455.4	\$ 467.5	\$ 474.7	\$ 502.3	3.4%
Ontario Residents (Indirect) (2)	397.7	408.3	421.5	446.0	4.0%
Other Canadian Provinces (3)	202.6	204.0	210.0	231.0	4.7%
United States (4)	460.8	475.8	533.0	573.7	8.2%
Other Foreign Countries (5)	35.6	43.5	62.5	65.6	28.1%
<b>TOTAL VISITOR EXPENDITURE</b>	<b>\$1,522.1</b>	<b>\$1,599.1</b>	<b>\$1,701.7</b>	<b>\$1,818.6</b>	<b>5.7%</b>

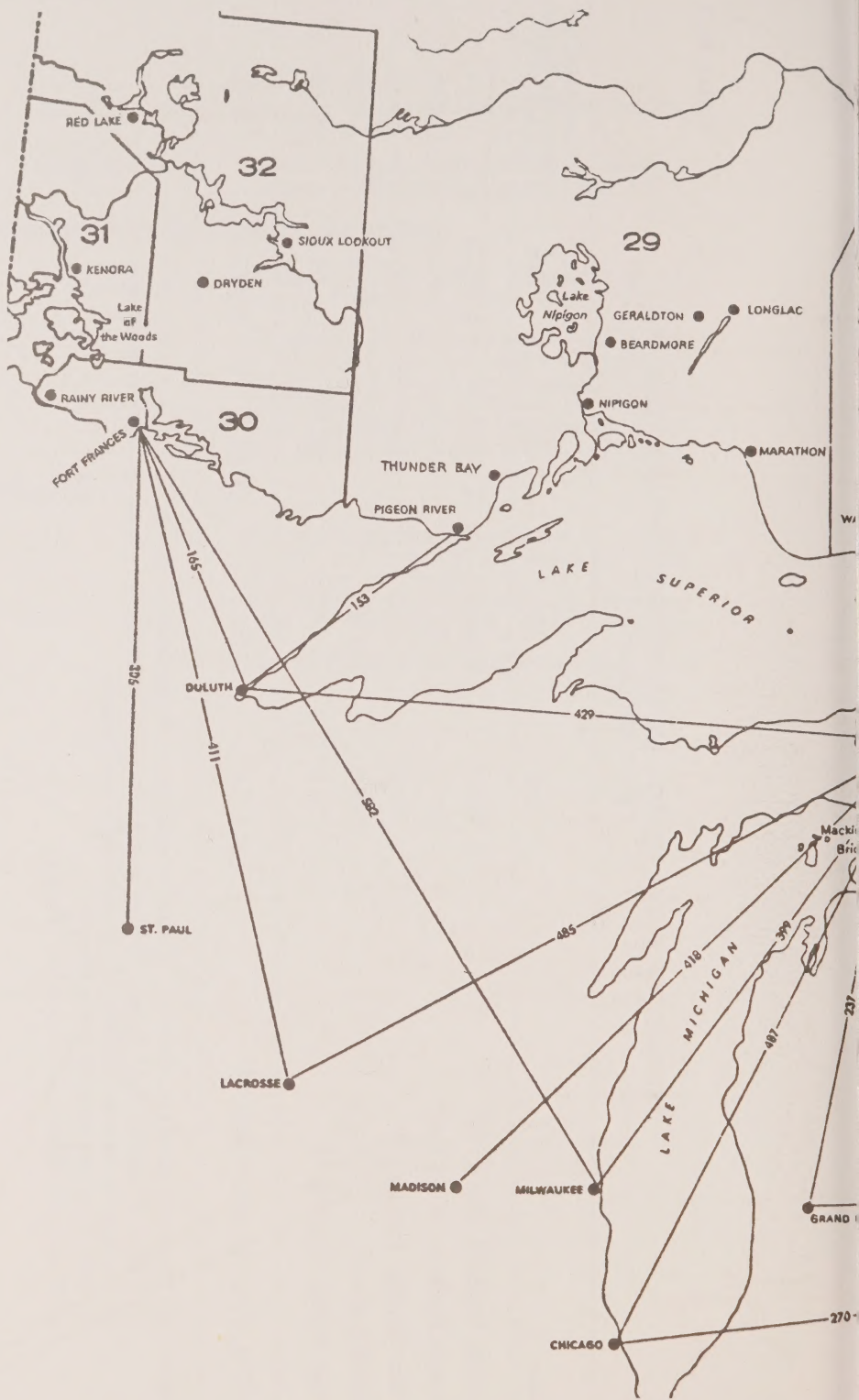
*Source:* (1) Ministry of Industry and Tourism - (Pertains to expenditures directly related to travel).

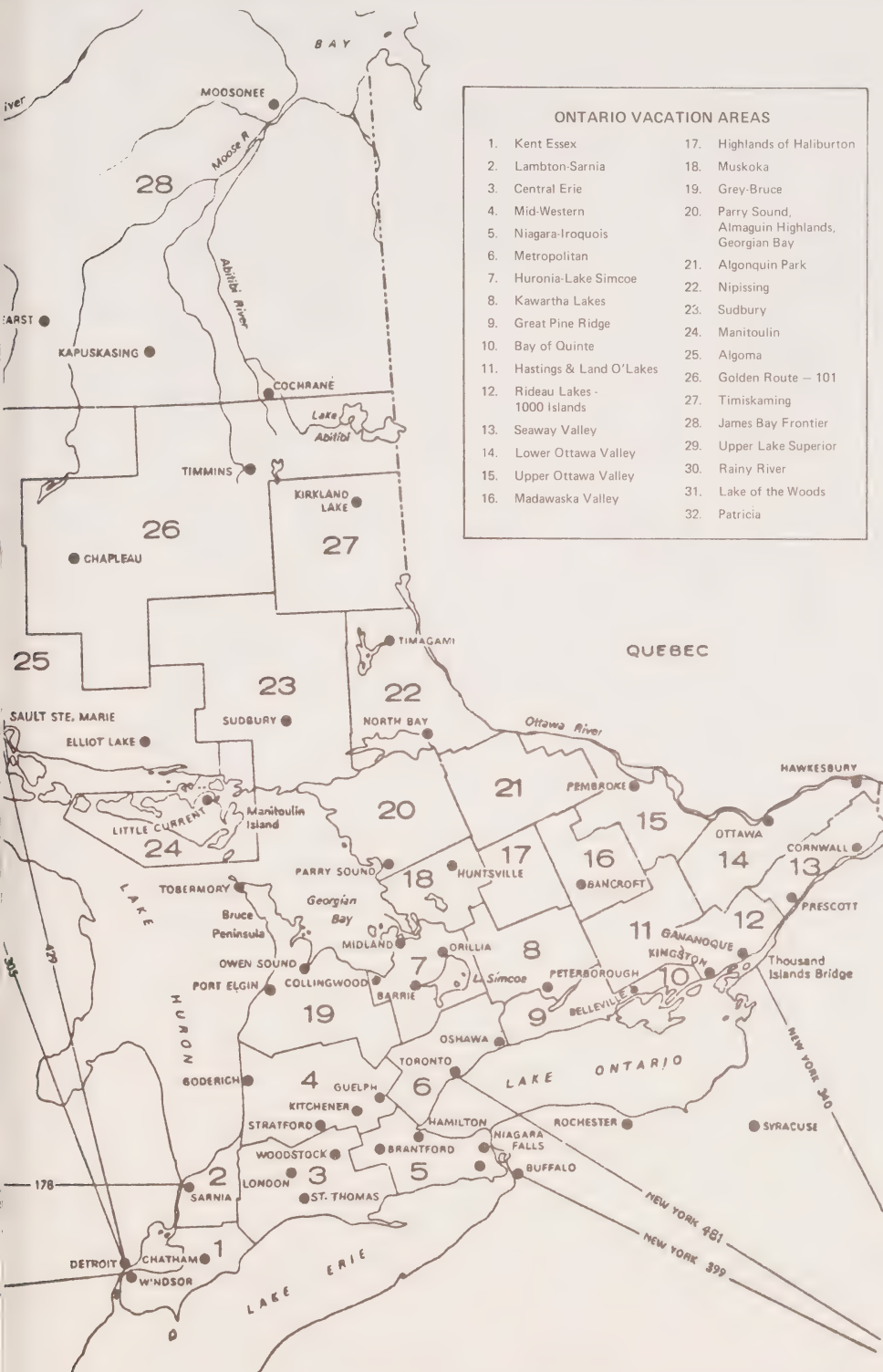
(2) Ministry of Industry and Tourism - (Pertains to expenditures indirectly related to travel - i.e. capital expenditures).

(3) Estimated by Ministry of Industry and Tourism (Subject to Revision).

(4) Statistics Canada (1971 Subject to Revision).

(5) Estimated by Ministry of Industry and Tourism.





# NUMBER OF VISITS TO ONTARIO AND RELATED DIRECT TRAVEL EXPENDITURES BY VACATION AREA — 1971 ( $\pm 10\%$ )

## *Vacation Area*

## *ORIGIN*

	<i>Ontario</i>	<i>United States</i>	<i>Other Provinces</i>	<i>Tl. No. of Vis</i>
1. Kent-Essex . . . . .	1,810,000	4,313,000	280,000	6,403,000
2. Lambton-Sarnia . . . . .	1,021,000	951,000	70,000	2,042,000
3. Central Erie . . . . .	4,334,000	983,000	110,000	5,427,000
4. Mid-Western . . . . .	4,379,000	227,000	130,000	4,736,000
5. Niagara-Iroquois . . . . .	6,391,000	9,799,000	940,000	17,130,000
6. Metropolitan . . . . .	9,895,000	1,707,000	1,440,000	13,042,000
7. Huronia-Lake Simcoe . . . . .	3,132,000	164,000	260,000	3,556,000
8. Kawartha Lakes . . . . .	2,423,000	206,000	70,000	2,699,000
9. Great Pine Ridge . . . . .	950,000	84,000	30,000	1,064,000
10. Bay of Quinte . . . . .	1,001,000	62,000	60,000	1,123,000
11. Hastings-Land O'Lakes . . . . .	272,000	41,000	30,000	343,000
12. Rideau Lakes—1,000 Islands . .	1,327,000	982,000	1,060,000	3,369,000
13. Seaway Valley . . . . .	719,000	108,000	1,110,000	1,937,000
14. Lower Ottawa Valley . . . . .	1,926,000	176,000	1,640,000	3,742,000
15. Upper Ottawa Valley . . . . .	865,000	41,000	50,000	956,000
16. Madawaska Valley . . . . .	312,000	21,000	10,000	343,000
17. Haliburton . . . . .	548,000	21,000	10,000	579,000
18. Muskoka . . . . .	1,614,000	83,000	100,000	1,797,000
19. Grey-Bruce . . . . .	2,142,000	164,000	30,000	2,336,000
20. Parry Sound—Georgian Bay . . .	498,000	144,000	60,000	702,000
21. Algonquin Park . . . . .	282,000	62,000	120,000	464,000
22. Nipissing . . . . .	548,000	165,000	60,000	773,000
23. Sudbury . . . . .	639,000	206,000	90,000	935,000
24. Manitoulin . . . . .	101,000	84,000	40,000	225,000
25. Algoma . . . . .	1,363,000	788,000	230,000	2,381,000
26. Golden Route—101 . . . . .	448,000	62,000	10,000	520,000
27. Timiskaming . . . . .	362,000	—	—	362,000
28. James Bay Frontier . . . . .	91,000	21,000	20,000	132,000
29. Upper Lake Superior . . . . .	754,000	230,000	290,000	1,274,000
30. Rainy River . . . . .	45,000	634,000	80,000	759,000
31. Lake of the Woods . . . . .	45,000	86,000	780,000	911,000
32. Patricia . . . . .	45,000	82,000	60,000	187,000
Total Province . . . . .	50,282,000 <sup>(1)</sup>	22,697,000 <sup>(2)</sup>	9,270,000 <sup>(3)</sup>	82,249,000

*Note:* \* Final total expenditure does not include either indirect (i.e. capital) expenditures by Ontario residents on items related to travel or recreation (\$446.0 million) or expenditures by visitors from other foreign countries (\$65.6 million—estimated by Tourism & Recreation Studies Branch, Ministry of Industry and Tourism).

\*\* Total number of visits does not include 245,000 visits from other foreign countries as allocation by Ontario Vacation Area not available.



TABLE No. 2

## RELATED EXPENDITURE

<i>In Per Cent</i>	<i>Ontario</i>	<i>United States</i>	<i>Other Provinces</i>	<i>Total Expenditure</i>	<i>In Per Cent</i>
7.8%	\$ 11,000,000	\$ 65,800,000	\$ 7,000,000	\$ 83,800,000	6.4%
2.5%	7,200,000	15,600,000	1,700,000	24,500,000	1.8
6.6	26,600,000	27,200,000	2,700,000	56,500,000	4.3
5.8	27,700,000	10,800,000	3,200,000	41,700,000	3.2
20.8	42,100,000	158,500,000	23,500,000	224,100,000	17.1
15.9	124,300,000	86,200,000	36,000,000	246,500,000	18.8
4.3	35,600,000	9,800,000	6,500,000	51,900,000	4.0
3.3	24,200,000	11,900,000	1,700,000	37,800,000	2.9
1.3	20,100,000	4,800,000	800,000	25,700,000	2.0
1.4	6,500,000	3,600,000	1,500,000	11,600,000	0.9
0.4	2,700,000	2,400,000	800,000	5,900,000	0.5
4.1	13,400,000	32,300,000	26,500,000	72,200,000	5.5
2.4	6,200,000	3,600,000	27,800,000	37,600,000	2.9
4.5	23,500,000	5,800,000	41,000,000	70,300,000	5.4
1.2	8,800,000	1,400,000	1,300,000	11,500,000	0.9
0.4	3,700,000	1,200,000	300,000	5,200,000	0.4
0.7	9,000,000	1,200,000	300,000	10,500,000	0.8
2.2	20,000,000	4,900,000	2,500,000	27,400,000	2.1
2.8	22,400,000	9,800,000	800,000	33,000,000	2.5
0.9	6,500,000	8,600,000	1,500,000	16,600,000	1.3
0.6	4,500,000	3,400,000	3,000,000	10,900,000	0.8
0.9	11,100,000	9,000,000	800,000	20,900,000	1.6
1.1	8,000,000	11,300,000	2,200,000	21,500,000	1.6
0.3	2,200,000	4,600,000	1,000,000	7,800,000	0.6
2.9	11,900,000	42,800,000	5,700,000	60,400,000	4.6
0.6	6,700,000	3,400,000	300,000	10,400,000	0.8
0.4	3,400,000	—	—	3,400,000	0.3
0.2	1,900,000	1,100,000	500,000	3,500,000	0.3
1.5	8,600,000	7,300,000	7,200,000	23,100,000	1.8
0.9	1,300,000	20,100,000	2,000,000	23,400,000	1.8
1.1	700,000	2,700,000	19,400,000	22,800,000	1.7
0.2	500,000	2,600,000	1,500,000	4,600,000	0.4
100.0%	\$502,300,000 <sup>(1)</sup>	\$573,700,000 <sup>(2)</sup>	\$231,000,000 <sup>(3)</sup>	\$1,307,000,000*	100.0%

- Source: (1) Tourism & Recreation Studies Branch, Ministry of Industry and Tourism.  
 (2) Totals per Statistics Canada—allocation per Vacation Area by Tourism & Recreation Studies Branch, Ministry of Industry and Tourism.  
 (3) Estimated by Tourism & Recreation Studies Branch, Ministry of Industry and Tourism (Subject to Revision).



TABLE No. 3

VISITOR EXPENDITURE IN CANADA AND ONTARIO BY U.S. AND OVERSEAS VISITORS, 1960 AND 1965-1971  
(IN \$ MILLIONS)

Year	U.S. Visitor Expenditures in Canada (1)	Ontario Per Cent of Total (1)	U.S. Visitor Expenditures in Ontario (1)	Index 1960 = 100	Overseas Visitor Expenditures in Canada (1)	Ontario Per Cent of Total (1)	Overseas Visitor Expenditures in Ontario (2)	Grand Total
	(1)	(2)	(3)	—	(4)	(5)	(6)	(3)+(6)=(7)
1960	\$ 375.1	55.6%	\$208.6	100.0	\$ 45.0	—	—	—
1965	659.8	57.0	376.1	180.3	87.0	40.0%(2)	\$ 34.8	\$ 410.9
1966	730.0	56.0	408.8	196.0	110.0	33.6	37.0	445.8
1967	1,164.0	45.4	528.5	253.4	154.0	24.8	38.2	566.7
1968	891.2	51.7	460.8	220.9	87.0	40.9	35.6	496.4
1969	961.3	49.5	475.8	228.1	113.0	38.5	43.5	519.3
1970	1,081.9	49.3	533.0	255.7	152.0	41.1	62.5	595.5
1971	1,128.9*	50.8%*	573.7*	274.9	154.0*	42.6%*	65.6*	639.3*

Note: \* Subject to Revision.

Source: (1) Statistics Canada.

(2) Estimated by Ministry of Industry and Tourism, for 1965 only.

COMPARISON OF TOTAL EXPENDITURES BY U.S. AND OTHER FOREIGN COUNTRY VISITORS, IN CANADA AND IN ONTARIO, 1965-1971

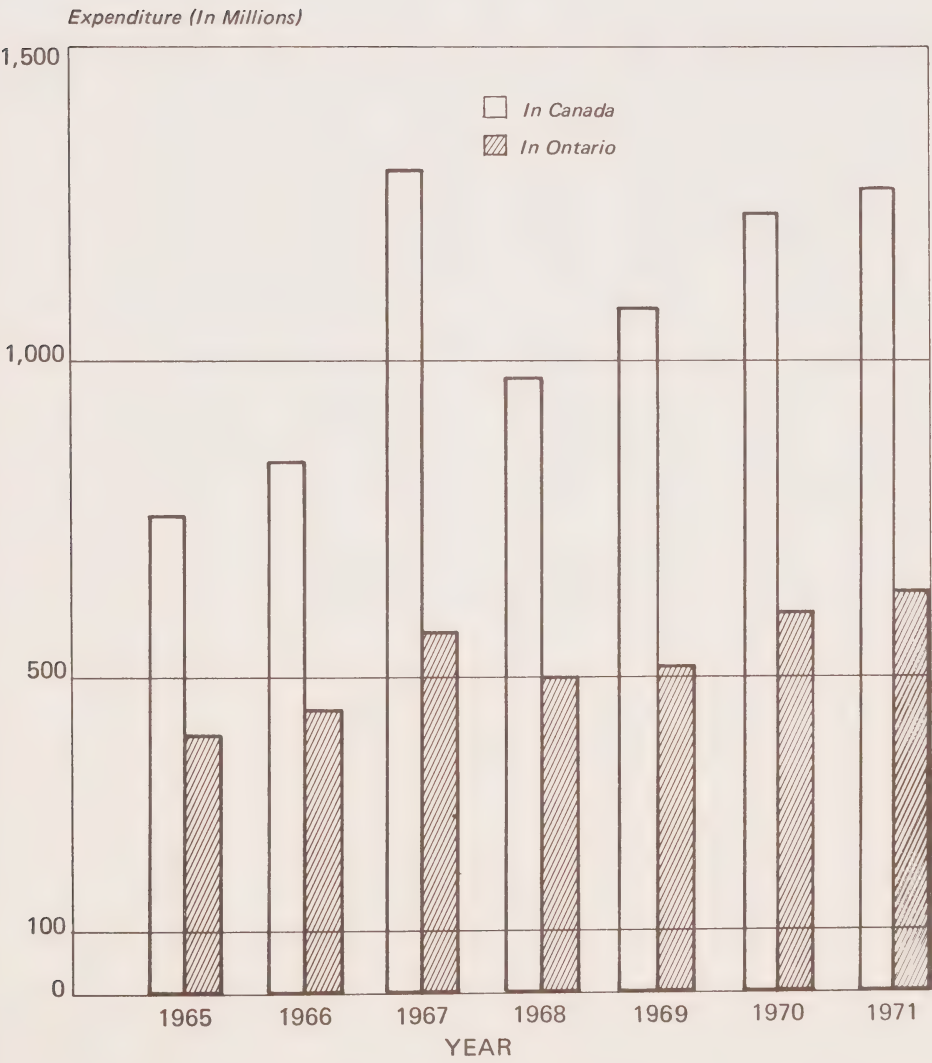


TABLE No. 4

NUMBER OF VISITORS AND NUMBER OF PASSENGER VEHICLES ENTERING ONTARIO FROM THE U.S.A.,  
U.S.A. POPULATION AND U.S.A. VISITOR EXPENDITURES IN ONTARIO, 1960 AND 1965-1971.

Year	U.S.A. Population*	Index 1960 = 100	Number** of U.S. Visitors (1)	Index 1960 = 100	Total Number of U.S. Vehicles (2)	Passenger Vehicles**		Index 1960 = 100	U.S. Visitor Expenditures in Ontario** (In \$ Millions)	Index 1960 = 100
						Index 1960 = 100	U.S. Vehicles Staying One or More Nights			
1960	179,975,000	100.0	20,002,000	100.0	5,670,555	100.0	1,970,479	100.0	\$208.6	100.0
1965	193,460,000	107.5	23,235,000	116.2	7,143,530	126.0	2,809,470	142.6	376.1	180.3
1966	195,501,000	108.6	24,043,000	120.2	7,388,264	130.3	3,044,349	154.5	408.8	196.0
1967	197,374,000	109.7	23,944,000(4)	119.7	7,655,430(4)	135.0	2,319,553(4)	117.7	528.5	253.4
1968	199,312,000	110.7	20,692,000	103.5	7,582,781	133.7	1,979,170	100.4	460.8	220.9
1969	201,306,000	111.9	21,477,000	107.4	7,652,497	135.0	2,053,245	104.2	475.8	228.1
1970	203,736,000	113.2	21,764,000	108.8	7,754,560	136.8	2,161,570	109.7	533.0	255.5
1971	205,832,000	114.4	22,697,000	113.5	7,848,382	138.4	2,358,088	119.7	573.7(3)	275.0

Note: (1) In this total are included visitors entering Ontario by all modes of transport.

(2) Including taxis, commuters, bicycles, motorcycles and trailers, but excluding commercial vehicles.

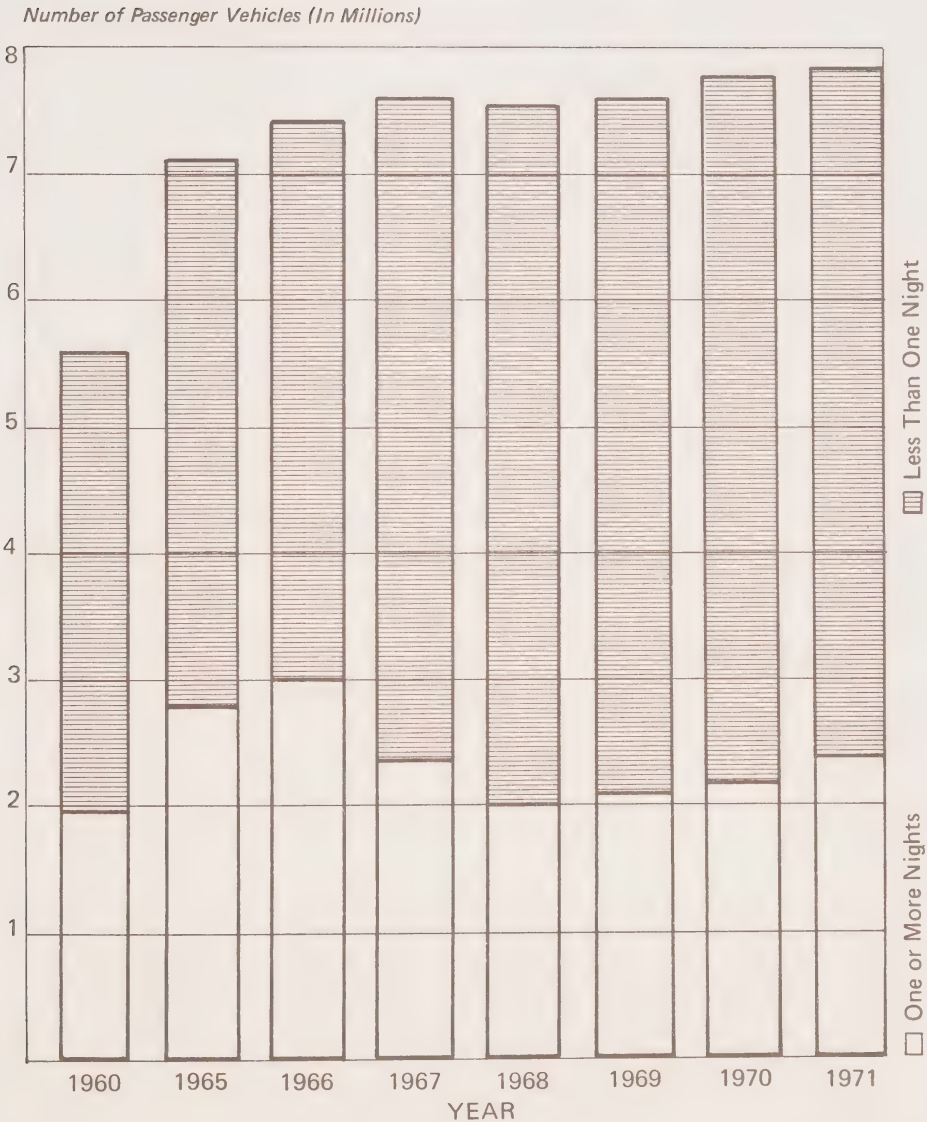
(3) Subject to revision.

(4) There was a change in counting procedure by Statistics Canada in 1967.

Source: \* Statistical Abstract of the United States - 1971.

\*\* Statistics Canada.

NUMBER OF PASSENGER VEHICLES ENTERING ONTARIO  
FROM THE U.S.A. AND STAYING LESS THAN ONE NIGHT, AND  
ONE OR MORE NIGHTS, 1960 and 1965-1971



NON-RESIDENT<sup>(1)</sup> VEHICLES ENTERING CANADA 1970 AND 1971

<i>Province of Entry<sup>(3)</sup></i>	<i>Total Entries</i>		<i>Per Cent Change 1971</i>	<i>Long-Term Traffic<sup>(2)</sup></i>		<i>Per Cent Change 1971</i>
	1970	1971		1970	1971	
Newfoundland . . . . .			No direct entries			
Prince Edward Island . . . . .						
Nova Scotia (Yarmouth Ferries) . . . . .	22,824	23,033	+ 0.9	22,824	23,033	+ 0.9
New Brunswick . . . . .	1,639,927	1,637,489	- 0.1	282,906	300,551	+ 6.2
Quebec . . . . .	1,609,112	1,606,446	- 0.2	727,117	739,713	+ 1.7
ONTARIO . . . . .	7,754,560	7,848,382	+ 1.2	2,161,570	2,358,088	+ 9.1
Manitoba . . . . .	292,906	306,957	+ 4.8	134,397	131,500	- 2.2
Saskatchewan . . . . .	93,428	97,251	+ 4.1	39,576	43,465	+ 9.8
Alberta . . . . .	136,472	147,304	+ 7.9	86,150	91,963	+ 6.7
British Columbia . . . . .	1,105,136	1,166,565	+ 5.6	547,856	569,496	+ 3.9
Yukon Territory . . . . .	31,765	30,992	- 2.4	26,960	25,770	- 4.4
Canada . . . . .	12,686,130	12,864,419	+ 1.4	4,029,356	4,283,579	+ 6.3
Canada (Excluding Ontario) . . . . .	4,931,570	5,016,037	+ 1.7	1,867,786	1,925,491	+ 3.1

- Note:* (1) Non-resident refers to vehicles registered in countries other than Canada and includes automobiles, taxis, motorcycles, bicycles and all other vehicles except trucks used commercially.  
 (2) Vehicles remaining one or more nights in Canada. Included in total entries.  
 (3) Province of entry not intended to represent province of final destination.

*Source:* Statistics Canada (Reports from Border Offices of the Department of National Revenue).



# HIGHWAY TRAFFIC AT ONTARIO BORDER PORTS, COMPARISON OF CALENDAR YEARS 1962 AND 1971

TABLE No. 6

Port of Entry and Region	Non-Resident Vehicles Entering Province (Excluding Commercial Trucks)*			Percentage Change 1962-1971
	1962	Per Cent of Total	1971	Per Cent of Total
Niagara Falls	1,080,163	17.6%	1,513,152	18.0%
Fort Erie	1,920,340	31.3	1,793,499	24.7
Sub-Total				
Niagara Falls Region	3,000,503	( 48.9%)	3,306,651	( 42.7%)
Windsor	1,945,781	31.7	2,787,378	35.7
Samia	485,941	7.9	629,332	7.9
Sombra	7,364	0.1	17,388	0.2
Port Lambton	10,038	0.2	12,814	0.2
Peelee Island	487	— (1)	1,381	— (1)
Walpole Island	6,844	0.1	11,932	0.1
Sub-Total				
Southwestern Region	2,456,455	( 40.0%)	3,460,225	( 44.1%)
Cornwall	90,389	1.5	141,753	1.5
Kingston (Pt. Alexandria)***	3,794	0.1	5,672	0.1
Lansdowne	163,994	2.7	326,690	4.0
Prescott	56,319	0.9	61,529	0.7
Sub-Total				
St. Lawrence Region	314,496	( 5.2%)	535,644	( 6.3%)
Fort Frances	133,976	2.2	202,443	2.8
Pigeon River	64,365	1.1	71,814	0.9
Rainy River	14,962	0.2	17,526	0.2
Sub-Total				
Northwestern Region	213,303	( 3.5%)	291,783	( 3.9%)
Sault Ste. Marie	147,784	2.4	254,079	3.0
TOTALS	6,132,541**	(100.0%)	7,848,382	(100.0%)

Note: \* Includes both short term (less than 24 hours stay) and long term (one or more nights) vehicles, and pertains to vehicles registered in countries other than Canada; includes automobiles, taxis, motorcycles and bicycles.  
 \*\* Does not include 4,114 vehicles entering via Courtright, Kingsville, Leamington, and Midland due to these ports having been phased out by 1969.  
 \*\*\* Kingston totals shown under Point Alexandria as of January 1, 1971.  
 (1) Less than 0.05%.



TABLE No. 8

AMERICAN AUTOMOBILES VISITING ONTARIO AND STAYING  
ONE OR MORE NIGHTS, BY SELECTED STATES OF PRIMARY  
U.S. TOURIST MARKET, JULY 1 TO SEPTEMBER 30, 1969 AND 1971

(In Per Cent)

<i>States</i>	<i>1969</i>	<i>1971</i>
Michigan . . . . .	20%	29%
New York . . . . .	16	17
Ohio . . . . .	20	15
Pennsylvania . . . . .	13	11
Illinois . . . . .	6	5
New Jersey . . . . .	4	3
Indiana . . . . .	3	1
Minnesota . . . . .	1	2
Massachusetts . . . . .	2	2
Wisconsin . . . . .	2	2
Connecticut . . . . .	*	1
Sub-Total (Eleven States) . . . . .	87	88
Rest of U.S.A. . . . .	13	12
TOTAL . . . . .	100%	100%

\* Less Than 0.5%.

Based on Projected No. of Vehicles.

(In 000's):

1,063.2

1,336.5

*Source:* "U.S. Auto Exit Study", 1969 and 1971, Ontario Ministry of Industry and Tourism.

TABLE No. 9

MODE OF TRAVEL  
OF U.S.A. VISITORS TO ONTARIO, 1969-1971  
(In Per Cent)

<i>Mode</i>	<i>1969</i>	<i>1970</i>	<i>1971</i>
Car . . . . .	86.9%	86.1%	86.7%
Plane . . . . .	2.4	2.6	2.3
Bus . . . . .	2.6	3.3	3.6
Train* . . . . .	0.3	0.2	0.1
Boat . . . . .	1.5	1.6	1.6
Other (1) . . . . .	6.3	6.2	5.7
TOTAL . . . . .	100.0%	100.0%	100.0%

*Note:* (1) Including commuters, taxis, motorcycles, bicycles, but excluding commercial vehicles.

\* Excluding in transit travel across Southern Ontario.

*Source:* Statistics Canada.

TABLE No. 10

ITEMIZED TRAVEL EXPENDITURES OF U.S. VISITORS\*  
TO ONTARIO, 1969 AND 1971

<i>Item</i>	<i>Per Cent of Total Expenditure</i>	
	<i>1969</i>	<i>1971</i>
Accommodation (Not Including Food Portion)	27.3%	33.9%
Food (Restaurant/Store/Portion of Hotel Bills, etc.)	33.4	31.2
Automobile (Gas/Oil/Repairs/Maintenance)	13.7	14.8
Other (Gifts/Entertainment/Shopping, etc.)	25.6	20.1
<b>TOTAL</b>	<b>100.0%</b>	<b>100.0%</b>
Based on Projected No. of Vehicles (000's)	2,876	3,367

*Note:*\* U.S. visitors exiting Ontario by car only, any length of stay.

*Source:* "U.S. Auto Exit Study", 1969 and 1971, Ontario Ministry of Industry and Tourism.



TABLE No. 11

MAIN REASONS FOR VISITING ONTARIO — AMERICAN AUTOMOBILES  
 VISITING ONTARIO AND STAYING ONE OR MORE NIGHTS,  
 JULY 1 TO SEPTEMBER 30, 1969 and 1971

(In Per Cent)

<i>Main Reason</i>	<i>1969</i>	<i>1971</i>
Visit Friends and/or Relatives . . . . .	13%	15%
Outdoor Activities . . . . .	60	50
Urban-Based Activities . . . . .	14	20
Combined Business and Pleasure . . . . .	2	3
Other . . . . .	10	12
TOTAL . . . . .	100%	100%

*Note:* Totals may not add to 100% due to rounding.

Based on Projected No. of Vehicles (000's)      1,063.2      1,336.5

*Source:* "U.S. Auto Exit Study", 1969 and 1971, Ontario Ministry of Industry and Tourism.

TABLE No. 12

OCCUPATION OF VISITOR-PARTY HEAD—AMERICAN AUTOMOBILES VISITING  
ONTARIO AND STAYING ONE OR MORE NIGHTS,  
JULY 1 TO SEPTEMBER 30, 1969 AND 1971

(In Per Cent)

<i>Occupation</i>	<i>1969</i>	<i>1971</i>
Professional, Executive . . . . .	12%	15%
Manager/Owner . . . . .	18	15
Sales . . . . .	7	7
Clerical, other white collar . . . . .	10	15
Skilled labour . . . . .	35	31
Unskilled labour . . . . .	6	8
Homemaker only . . . . .	1	*
Farmer . . . . .	1	1
Retired, pensioner . . . . .	6	7
Unemployed . . . . .	1	*
Student . . . . .	3	1
Refused . . . . .	1	1
<b>TOTAL . . . . .</b>	<b>100%</b>	<b>100%</b>

*Note:* Totals may not add to 100% due to rounding.

\* Less than 0.5%

Based on Projected No. of Vehicles (000's)                      1,063.2                      1,336.5

*Source:* "U.S. Auto Exit Study", 1969 and 1971, Ontario Ministry of Industry and Tourism.

TABLE No. 13

## VISITORS FROM OVERSEAS COUNTRIES ENTERING ONTARIO\* — 1970

<i>Origin</i>	<i>Number of Visitors</i>	<i>In Per Cent</i>
United Kingdom . . . . .	95,817	39.0%
Federal Republic of Germany . . . . .	19,823	8.1
The Netherlands . . . . .	15,140	6.2
Jamaica . . . . .	10,156	4.1
Japan . . . . .	7,025	2.9
Italy . . . . .	6,849	2.8
Trinidad and Tobago . . . . .	6,041	2.4
Australia . . . . .	6,018	2.4
France . . . . .	4,880	2.0
Mexico . . . . .	4,184	1.7
All Other Countries . . . . .	69,701	28.4
<b>TOTAL . . . . .</b>	<b>245,634</b>	<b>100.0%</b>

\* Entries direct and via the U.S. excludes most persons in transit or in Canada for less than 24 hours. Province of entry data and not intended as province of destination.

Source: Statistics Canada (Comparable data for previous years not available).

VISITORS TO ONTARIO GOVERNMENT TRAVEL INFORMATION CENTRES  
1950, 1955, 1960, AND 1965-1971

<i>Year</i>	<i>Total</i>
1950 . . . . .	517,385
1955 . . . . .	500,966
1960 . . . . .	680,276
1965 . . . . .	898,539
1966 . . . . .	1,035,175
1967 . . . . .	1,054,153
1968 . . . . .	1,389,740*
1969 . . . . .	1,293,590
1970 . . . . .	1,903,641
1971 . . . . .	2,113,917

*Note:* \* Totals 1968 to 1971 include seasonally operated Highway #401 Information Centres.

*Source:* Ministry of Industry and Tourism Annual Reports for the years 1950 to 1971.

TABLE No. 15

## VISITORS TO ONTARIO GOVERNMENT TRAVEL INFORMATION CENTRES, 1971

<i>Information Centre</i>	<i>Number of Visitors</i>	<i>In Per Cent</i>
Kenora . . . . .	46,647	3.1%
Fort Frances . . . . .	23,757	1.6
Rainy River . . . . .	22,887	1.5
Pigeon River . . . . .	41,103	2.7
Sault Ste. Marie* . . . . .	178,548	11.9
Point Edward (Sarnia)* . . . . .	189,474	12.6
Windsor (Tunnel)* . . . . .	185,720	12.4
Windsor (Bridge) . . . . .	87,143	5.8
Fort Erie . . . . .	43,095	2.9
Niagara Falls* . . . . .	97,692	6.5
Homer (St. Catharines) . . . . .	117,420	7.8
Lakeland (Barrie)* . . . . .	98,706	6.6
1,000 Islands Bridge (Ivy Lea)* . . . . .	78,881	5.2
Hill Island . . . . .	65,277	4.3
Johnstown (Prescott) . . . . .	25,353	1.7
Pointe-Fortune . . . . .	24,195	1.6
Cornwall* . . . . .	108,690	7.2
Hawkesbury . . . . .	11,598	0.8
Lancaster . . . . .	56,802	3.8
Sub-Total . . . . .	1,502,988	100.0%
Highway 401 Information Centres . . . . .	610,929**	
Total . . . . .	2,113,917	

Note: \* Operated All Year

All other Centres seasonally operated – (Mainly Mid-May to Mid-September).

\*\* Operated July and August only; (18 in Total).

–All centres operated by Ministry of Industry and Tourism.

Source: Ontario Ministry of Industry and Tourism Annual Report, 1971.



TABLE No. 16

## VISITORS TO ST. LAWRENCE PARKS COMMISSION SITES\*, 1962, AND 1968-1971

	1962	1968	Number of Visitors 1969	1970	1971
Fort Henry . . . . .	170,321	159,107	164,988	173,103	187,363
Upper Canada Village	250,575	263,981	266,866	291,155	323,433
Sub-Total, Historic Sites	420,896	423,088	431,854	464,258	510,796
Parks** . . . . .	1,336,604	1,900,644	2,577,295	2,561,037	2,630,701
TOTAL, All Sites . . . . .	1,757,500	2,323,732	3,009,149	3,025,295	3,141,497

Note: \* Open mid-May to mid-October.

\*\* Includes golf course visitors for 1968 to 1971.

Source: St. Lawrence Parks Commission Annual Reports.

TABLE No. 17

## NUMBER OF PROVINCIAL PARKS IN ONTARIO AND NUMBER OF VISITORS, 1960, AND 1965 1971

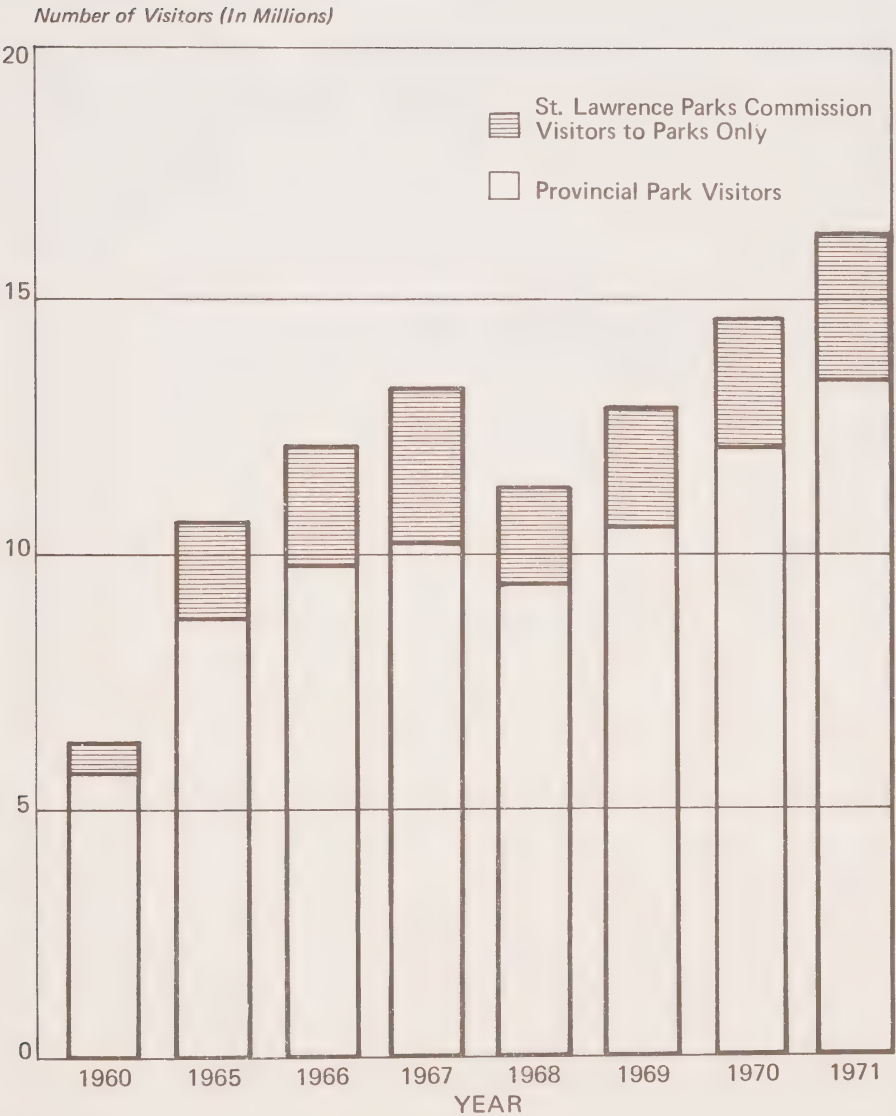
Year	Number of Provincial Parks in Ontario *(1)	Number of Visitors	Number of Visitors to Parks Operated by St. Lawrence Parks Commission **	Total	Index
1960 . . . . .	63	5,692,978	699,588	6,392,566	100.0
1965 . . . . .	89	8,875,668	1,863,581	10,739,249	167.9
1966 . . . . .	92	9,791,671	2,390,185	12,181,856	190.5
1967 . . . . .	94	10,192,533	3,374,882	13,567,415	212.2
1968 . . . . .	96	9,440,211	1,900,644	11,340,855	177.4
1969 . . . . .	97	10,459,936	2,577,295	13,037,231	203.9
1970 . . . . .	108	12,172,254	2,561,037	14,733,291	230.4
1971 . . . . .	113	13,658,619	2,630,701	16,289,320	254.8

Note: (1) Parks controlled by the Ministry of Natural Resources. Small, unattended parks do not record visitors and are not included in these figures.

Source: \* Annual Reports, Ministry of Natural Resources.

\*\* Annual Reports, St. Lawrence Parks Commission.

NUMBER OF VISITORS TO PROVINCIAL PARKS IN ONTARIO  
1960 and 1965-1971



NIAGARA PARKS COMMISSION ATTENDANCE FIGURES AT PARK FACILITIES AT VARIOUS PLACES  
IN THE PARKS SYSTEM, 1961, 1966, AND 1970-1971

	1961*	1966**	1970**	1971**
Old Fort Erie . . . . .	54,299	65,561	46,368	48,187
Old Fort Erie Educational Tours . . . . .	1,413	1,681	1,808	2,054
Tower Gallery (Crown Jewels) . . . . .	85,887	114,178	91,569	74,015
Scenic Tunnel . . . . .	297,867	506,619	588,447	645,253
Clifton Incline Railway . . . . .	174,497	190,986	198,053	212,949
Brook's Monument . . . . .	70,646	72,258	— (2)	— (2)
McFarland House . . . . .	4,179	3,275	2,107	3,077
Fort George . . . . .	67,678	83,354	— (2)	— (2)
Navy Hall Museum . . . . .	18,441	20,247	— (2)	— (2)
Fort George Educational Tours . . . . .	15,433	24,732	— (2)	— (2)
Charles Daley Park . . . . .	—	56,570	46,598	41,787
Gage House Museum (Stoney Creek Museum) . . . . .	—	3,170	2,975	1,972
Whirlpool 18-Hole Golf Course (Niagara Parks Golf Course) . . . . .	38,803	42,603	39,412	40,035
Park Greenhouses . . . . .	230,000	223,552	220,979	241,602
Miller's Creek Park Campsite . . . . .	—	9,351	9,598	10,202
Oak Hall Museum . . . . .	—	9,125	4,750	5,570
Oak Hall Par-3 Golf Course . . . . .	—	4,835	15,767	15,917
Horseshoe Falls Incline Railway . . . . .	—	7,300	728,660	861,114
Niagara Spanish Aerocar (1) . . . . .	—	—	146,633	147,285
Table Rock Observation Deck (1) . . . . .	—	—	69,137	68,211
Viewmobiles (3) . . . . .	—	—	—	39,179
<b>TOTAL</b> . . . . .	<b>1,082,708</b>	<b>1,453,485</b>	<b>2,212,861</b>	<b>2,458,409</b>

Note: (1) Units opened in 1969.

(2) Transferred by Niagara Parks Commission to Federal responsibility, October 1, 1969.

(3) New Operation in 1971.

Source: \* "Ontario's Tourist Industry" — Report by the Tourist Industry Committee of the Ontario Economic Council.

\*\* Annual Report of the Niagara Parks Commission.

TABLE No. 19

**NUMBER OF TOURIST ESTABLISHMENTS AND RENTAL UNITS IN ONTARIO LICENSED BY THE ONTARIO MINISTRY OF  
INDUSTRY AND TOURISM, AND THE LIQUOR LICENCE BOARD OF ONTARIO, 1955, 1960, AND 1965- 1971.**

Year	Tourist Establishments				Number of Rental Units			
	Licensed by Ministry of Industry and Tourism (1)	Licensed by L.L.B.O. (2)	Total	Index	Licensed by Ministry of Industry and Tourism (1)	Licensed by L.L.B.O. (2)	Total	Index
1955	7,164	N.A.	—	—	64,744	N.A.	—	—
1960	6,990	N.A.	—	—	73,699	N.A.	—	—
1965	7,108	1,140	8,248	100.0	91,830	39,663	131,493	100.0
1966	6,922	1,185	8,107	98.3	89,636	41,392	131,028	99.6
1967	6,769	1,188	7,957	96.5	92,298	42,354	134,652	102.4
1968	6,628	1,203	7,831	94.9	93,061	43,090	136,151	103.5
1969	6,654	1,219	7,873	95.5	97,400	43,980	141,380	107.5
1970	6,567	1,184*	7,751	94.0	100,055	45,374*	145,429	110.6
1971	6,542	1,213*	7,755	94.0	108,123	48,693*	156,816	119.3

Note: N.A. Not Available.

\* Subject To Revision.

Source: (1) Ontario Ministry of Industry and Tourism,  
(2) Liquor Licence Board of Ontario Annual Reports.

TABLE No. 20

TOURIST ESTABLISHMENTS AND RENTAL UNITS IN ONTARIO LICENSED  
BY THE MINISTRY OF INDUSTRY AND TOURISM, BY TYPE OF  
ESTABLISHMENT, 1971.

<i>Type of Establishment</i>	<i>Number of Establishments</i>	<i>Per Cent</i>	<i>Number of Rental Units</i>	<i>Per Cent</i>
Motel* . . . . .	1,475	22.5%	24,258	22.4%
Motor Hotel . . . . .	37	0.6	1,091	1.0
Cottage* . . . . .	2,864	43.7	19,734	18.3
Cabin . . . . .	430	6.6	3,835	3.6
Lodge/Resort* . . . . .	863	13.2	11,450	10.6
Hotel (and Inn)* . . . . .	76	1.2	1,547	1.4
Tourist Homes* . . . . .	106	1.6	890	0.8
Campsite* . . . . .	691	10.6	45,318	41.9
<b>TOTAL</b> . . . . .	<b>6,542</b>	<b>100.0%</b>	<b>108,123</b>	<b>100.0%</b>

*Note:* Table excludes all accommodation licensed by Liquor Licence Board.

\* A small percentage of each of these accommodation types are classified as Tourist Outposts and Outfitters.

*Source:* Ontario Ministry of Industry and Tourism.



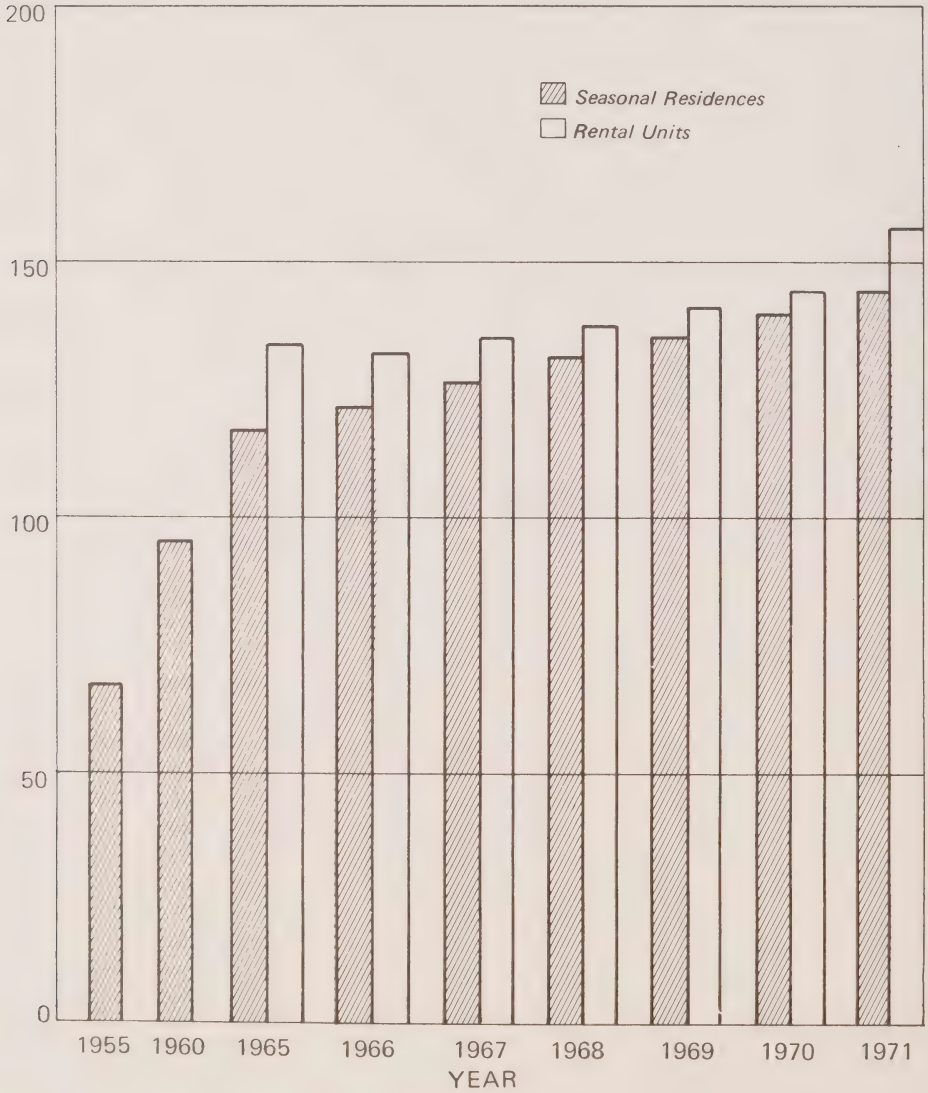
SEASONAL RESIDENCES (COTTAGES AND CABINS)  
SERVED BY ONTARIO HYDRO, 1951, 1955, 1960, AND 1965-1971

<i>Year</i>	<i>Number of Residences</i>	<i>Index</i>
1951 . . . . .	49,914	100.0
1955 . . . . .	68,600	137.4
1960 . . . . .	95,196	190.7
1965 . . . . .	116,326	233.1
1966 . . . . .	120,611	241.6
1967 . . . . .	125,207	250.8
1968 . . . . .	131,003	262.5
1969 . . . . .	136,694	273.9
1970 . . . . .	141,022	282.5
1971 . . . . .	145,830	292.2

*Source:* Ontario Hydro-Electric Power Commission.

**NUMBER OF RENTAL UNITS AVAILABLE IN ONTARIO,  
AS LICENSED BY THE ONTARIO MINISTRY OF INDUSTRY  
AND TOURISM AND LIQUOR LICENCE BOARD OF ONTARIO  
(1965-1971), AND NUMBER OF SEASONAL RESIDENCES WITH  
ONTARIO HYDRO CONTRACTS (1955, 1960, 1965-1971)**

*Number of Rental Units and Seasonal Residences (In Thousands)*



## ORIGINS OF COTTAGERS IN ONTARIO, 1968

*(In Per Cent)*

<i>Origin</i>	<i>Cottages Served by Ontario Hydro</i>
Toronto . . . . .	35.0%
Hamilton . . . . .	5.0
Ottawa . . . . .	5.4
London . . . . .	2.6
Kitchener . . . . .	2.6
Sudbury . . . . .	2.6
Thunder Bay . . . . .	1.5
Rest of Ontario . . . . .	28.3
SUB TOTAL - ONTARIO . . . . .	83.0%
Rest of Canada . . . . .	2.6
SUB TOTAL - CANADA . . . . .	85.6%
New York . . . . .	4.0
Michigan . . . . .	4.9
Ohio . . . . .	1.7
Pennsylvania . . . . .	0.6
Rest of United States . . . . .	3.2
SUB TOTAL - UNITED STATES . . . . .	14.4%
TOTAL . . . . .	100.0%

Source: "Analysis of Ontario Cottage Survey", Ontario Ministry of Industry and Tourism.

## GROWTH IN OWNERSHIP OF SNOWMOBILES IN ONTARIO, 1965–1972.

<i>Season Ending</i>	<i>Number of Snowmobiles</i>
March 1965	5,000
1966	10,000
1967	15,000
1968	30,000
1969	60,742
1970	113,289
1971	160,661
March 1972	223,914

*Note:* Year ending figures for 1966 to 1971.

*Source:* 1965 to 1968 inclusive - estimated by Ontario Ministry of Industry and Tourism.  
1969 to 1972 - Ontario Ministry of Transportation and Communications.

#### Summary of Selected Snowmobiling Characteristics\*

- Average number of snowmobiles owned, per owner . . . . . 1.13
- Average capital expenditure by owner on snowmobile(s) and equipment . \$1,202
- Average seasonal operating expenditure by owner . . . . . \$ 153
- Estimated total capital and operating expenditures on snowmobiling in  
Ontario, from April 1, 1969 to March 31, 1970 . . . . . \$71.8 million.

*\*Source:* "An Analysis of Snowmobiling In Ontario, Winter 1969–1970", Ontario Ministry of Industry and Tourism.

## SUMMARY OF SELECTED SKIING CHARACTERISTICS IN ONTARIO, 1971/72\*

---

Number of skiers (all origins), visiting ski resorts . . . . .	117,600
— Total number of ski-visits by above, in Ontario . . . . .	1.8 million
— Average number of ski-visits, per skier, in Ontario . . . . .	15.3
— Average number of ski-visits, per skier, outside Ontario . . . . .	3.5
— Average seasonal operating expenditure by skier . . . . .	\$122
— Average seasonal capital expenditure by skier on skiing equipment .	\$ 76
— Estimated total capital and operating expenditures on skiing in Ontario (1971/72 season) . . . . .	\$ 23.2 million

\* *Source:* Ontario Ministry of Industry and Tourism (data subject to revision).



ONTARIO HOUSEHOLD OWNERSHIP OF SELECTED OUTDOOR  
RECREATION EQUIPMENT  
MAY, 1971

		<i>In Per Cent of Households</i>
Total Number of Households (as of May, 1971) . . . . .	2,163,000*	
<u>Snowmobiles:</u>		
Total with snowmobiles . . . . .	163,000	7.5%
One or More . . . . .	136,000	
Two or More . . . . .	27,000	
<u>Overnight Camping Equipment:</u>		
Total with Equipment . . . . .	344,000	15.9%
Tents . . . . .	227,000	
Tent Trailers . . . . .	87,000	
Cabin (Travel Trailers) . . . . .	34,000	
Pick-Up Campers . . . . .	17,000	
Other . . . . .	8,000	
<u>Boats:</u>		
Total with Boats . . . . .	301,000	13.9%
Canoes . . . . .	66,000	
Rowboats, skiffs, and dories . . . . .	62,000	
Sailboats . . . . .	27,000	
Outboard Motor Boats . . . . .	211,000	
Other . . . . .	13,000	
Total Households - 1970 . . . . .	2,106,000	
Total with Outboard Motors** . . . . .	260,000	12.3%

*Note:* \* Actual number of Ontario Households as per June 1971 Census was 2,228,160, which would slightly increase the number of households owning recreation equipment in each category.

\*\* Data on outboard motors for 1970 only.

*Source:* Statistics Canada, Catalogue No. 64-202, May 1971.

TABLE No. 26

PROVINCIAL GOVERNMENT EXPENDITURES ON TOURIST PROMOTION,  
FISCAL YEAR 1971/72

<i>Province</i>	<i>Expenditures</i>			<i>Total</i>
	<i>Advertising</i>	<i>Publications</i>	<i>Other Promotion<sup>(1)</sup></i>	
Ontario	\$1,461,201	\$ 658,968	\$ 397,792	\$ 2,517,961
Atlantic Provinces	1,820,639	707,802	429,612	2,958,053
Quebec . . . . .	1,028,046	465,000	5,525,100 <sup>(2)</sup>	7,018,146
Manitoba . . . . .	445,000	224,000	146,000	815,000
Saskatchewan . . . . .	75,000	150,000	250,500	475,500
Alberta . . . . .	210,791	175,402	139,123	525,316
British Columbia . . . }	913,550	788,268 <sup>(3)</sup>	537,396	2,239,214
N.W.T., and Yukon . }				
TOTAL . . . . .	\$5,954,227	\$3,169,440	\$7,425,523	\$16,549,190

- Note:* (1) Includes expenditures on: films, displays, publicity releases and photos, special promotions, and grants to tourist associations.  
 (2) Includes grant to Man and His World (Montreal).  
 (3) Includes printing of Beautiful British Columbia magazine, part of the cost being recovered.

*Source:* "Canadian Tourism", (July - August 1972), Travel Industry Association of Canada.

TABLE No. 27

COMPARISON OF ADVERTISING AND PUBLICATIONS EXPENDITURES WITH U.S. VISITOR EXPENDITURE, FOR ONTARIO  
(FISCAL YEARS ENDING 1962/63, 1965/66, and 1970/71/72),  
AND FOR QUEBEC, OTHER CANADIAN PROVINCES COMBINED, CANADIAN GOVERNMENT TRAVEL BUREAU (1971/72)

Year	Advertising Expenditure*	Publications Expenditure*	Total	Total U.S. Visitor Expenditure** (\$ Millions)	Promotion Expenditure as Percentage of Total U.S. Visitor Expenditure $\frac{(3)}{(4)} \times 100 = (5)$
	(1)	(2)	(1)+(2)=(3)	(4)	(5)
1962-63	\$ 444,855	\$ 372,698	\$ 817,553	\$ 274.1	0.30%
1965-66	657,052	342,315	999,367	376.1	0.27
1970-71	1,669,780	473,673	2,143,453	533.0	0.40
1971-72	1,461,201	658,968	2,120,169	573.7	0.37
1971-72	Province of Quebec . . . . .	465,000	1,493,046	232.6	0.64%
1971-72	Other Canadian Provinces Combined (Excluding Ontario) . . . . .	2,510,472	7,003,498	322.6	2.17
1971-72	Canadian Government Travel Bureau . . . . .	\$1,000,000***	\$5,150,000	\$1,128.9	0.46%

Sources: \* Ontario Ministry of Industry and Tourism, and "Canadian Tourism", (July-August, 1972), Travel Industry Association of Canada.  
 \*\* Statistics Canada.  
 \*\*\* Canadian Government Travel Bureau (Subject to Revision).

## APPENDIX

### *Tourist Establishment Occupancy in Ontario*

(January and July, 1972)

AND

### *Average Total Occupancy of Ontario Tourist Establishments, By Type of Establishment*

(January, 1969 to 1972 and July, 1969 to 1972)

Prepared by:

Tourism and Recreation Studies Branch  
MINISTRY OF INDUSTRY AND TOURISM

## ONTARIO MINISTRY OF INDUSTRY AND TOURISM TOURIST ESTABLISHMENT OCCUPANCY REPORT

### *Sampling Method*

In order to calculate the occupancy of all types of tourist establishments in Ontario, by Vacation Area, during the months of January and July, ten per cent of each type of establishment licensed by the Ontario Ministry of Industry and Tourism and the Liquor Licence Board of Ontario, i.e., hotel, lodge, motel, cottage, cabin, (or other) were selected randomly in each of the 37 Ontario Vacation Areas.

One sampling card (opposite page) was forwarded during the month of January, and another during the month of July, to each selected establishment. Basic description of the establishment contacted was given on each card, and in addition, provision was made for three basic data on which the sample was based:

- (a) total number of rental units available
- (b) number of rental units occupied
- (c) selected weeks (in rotation)

Weeks for each month were selected randomly and transcribed on each card by Tourism and Recreation Studies Branch. These survey cards were transmitted to the tourist establishments selected through the field staff of the Field Services Division, Ministry of Industry and Tourism. Upon completion by the tourist establishments, they were mailed directly to Tourism and Recreation Studies Branch, where the first screening was made, deleting those which were improperly filled out and calculations made.

If additional information on the method of calculation for each month, in each type of establishment, in all vacation areas, is desired, please contact Tourism and Recreation Studies Branch at 900 Bay Street, Hearst Block, Queen's Park, Toronto 182.

The following tables include all occupancy indices, expressed in per cent, for groups of vacation areas, and each type of establishment, and also totals for the province.

Quite a wide range of rental units and establishments was tabulated. However, not all establishments supplied the required information; in some cases data supplied was incomplete, and in another few instances, data was received too late to be included in the tabulation so that in some instances, less than 10 per cent of all establishments were actually processed.

This sampling is carried out yearly during the months of January and July, and the ten per cent random selection of tourist establishments is changed every two years. The basic sampling method used is probability proportional to size.

Also, beginning with February 1972, it is hoped that a two to three per cent sample will be taken for the other ten months in order to obtain more complete occupancy statistics. We hope that the occupancy index will prove useful to all those connected with the tourist industry.

(Sample Card)

Number \_\_\_\_\_

Name of Establishment \_\_\_\_\_

Address \_\_\_\_\_

Vacation Area \_\_\_\_\_

PLEASE INDICATE MAIN TYPE OF ESTABLISHMENT OPERATED:

Hotel, Motor Hotel  
(L.L.B.)

☐

Cottage

☐

Hotel

☐

Cabin

☐

Motel

☐

Campsite

☐

Resort-Lodge (A.P.)

☐

Other

☐

PLEASE COMPLETE THE FOLLOWING FOR THE WEEK OF:

\_\_\_\_\_ (inclusive)

If you have more than one type of rental unit in your establishment, please  
name and give their occupancy separately:

Type of Establish- ment	Units Available	NUMBER OF UNITS OCCUPIED ON:						
		Mon.	Tues.	Wed.	Thur.	Fri	Sat.	Sun.
1								
2								
3								

Note: For the purpose of this survey a room is to be considered fully occupied even if being  
used by only 1 person.

PLEASE RETURN COMPLETED CARD AS SOON AS POSSIBLE AFTER SURVEY DATE.  
THANK YOU.



AVERAGE TOTAL OCCUPANCY OF ALL ONTARIO TOURIST ESTABLISHMENTS  
BY TYPE OF ESTABLISHMENT, FOR JANUARY AND JULY 1969-1972 IN PER CENT

<i>Year</i>	<i>Month</i>	<i>Total, All Types of Establishments</i>	<i>Hotel Motor Hotel (LLB)</i>	<i>Hotel (Non-LLB)</i>	<i>Motel</i>	<i>Lodge</i>	<i>Cottage</i>	<i>Cabin</i>	<i>Other</i>
1969	January	49%	54%	59%	38%	14%	N/A	N/A	25%
	July	67	64	58	71	58	77%	62%	62
1970	January	46	51	49	37	37	59	N/A	36
	July	71	70	62	74	61	79	60	49
1971	January	43	46	55	37	35	N/A	N/A	37
	July	68	65	51	76	60	72	57	50
1972	January	47	51	65	41	19	36	52	63
	July	74	69	64	77	72	82	70	58
			<i>1969</i>	<i>1970</i>	<i>1971</i>	<i>1972</i>			
			<i>January</i>	<i>January</i>	<i>January</i>	<i>January</i>	<i>January</i>	<i>January</i>	<i>July</i>
<i>Note:</i> Establishments Selected for Sample			507	881	481	865	602	909	901
Correct Responses Received and Tabulated			397	672	388	653	480	789	760
Correct Responses in Per Cent of Selected Sample			78%	76%	81%	75%	80%	87%	84%

SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY BY SELECTED DISTRICT AND TYPE OF ESTABLISHMENT  
IN PER CENT — JANUARY 1972

<i>District</i>	<i>Response in Per Cent</i>	<i>Total</i>	<i>Hotel Motor Hotel (LLB)</i>	<i>Hotel (Non LLB)</i>	<i>Motel</i>	<i>Lodge</i>	<i>Cottage</i>	<i>Cabin</i>	<i>Other</i>
Correct responses . . . . .		541	290	28	162	33	15	2	11
Average Group Occup. District 1 (Vacation Areas 1, 2, 3, & 4) . . . . .	85%	47%	51%	41%	39%	N.A.	N.A.	N.A.	23%
Average Group Occup. District 2 (Vacation Area 19) . . . . .	100%	49	54	59	45	17%	N.A.	N.A.	N.A.
Average Group Occup. District 3 (Vacation Area 5) . . . . .	86%	38	42	N.A.	30	N.A.	N.A.	N.A.	N.A.
Average Group Occup. District 4 (Vacation Areas 6, 9 & 37) . . . . .	84%	54	57	44	43	3	N.A.	N.A.	N.A.
Average Group Occup. District 5 (Vacation Areas 7 & 18) . . . . .	97%	35	40	N.A.	36	19	39%	N.A.	N.A.
Average Group Occup. District 6 (Vacation Areas 8 & 17) . . . . .	98%	42	50	N.A.	49	28	30	N.A.	63
Average Group Occup. District 7 (Vacation Areas 10, 11, 12, 13 & 33) . . . . .	77%	40	39	79	40	12	N.A.	N.A.	N.A.
Average Group Occup. District 8 (Vacation Areas 14, 15, 16 & 36) . . . . .	90%	54	53	88	46	N.A.	N.A.	N.A.	N.A.
Average Group Occup. District 9 (Vacation Areas 20, 21, 22, 23, 24, 25, 26, 27, 28 & 35) . . . . .	94%	49	57	59	40	15	N.A.	52%	N.A.
Average Group Occup. District 10 (Vacation Areas 29, 30, 31, 32 & 34) . . . . .	83%	58	56	43	62	N.A.	N.A.	N.A.	44
Average Total Occupancy . . . . .	1972 1971 1970 1969 1968 1967	47% 43% 46% 49% 46% 46%	51 46 51 54 49 1967	65 55 49 59 59 52	41 37 37 38 41 1968	19 35 37 39 17 8	36 N.A. 59 N.A. 46 1970	52 N.A. N.A. N.A. N.A. 1971	63 37 36 25 54 24 1972
Establishments selected in sample . . . . .			240	499	507	481	602	604	604
Correct responses received . . . . .			133	388	397	388	480	534	534
Correct responses in per cent of selected sample . . . . .			55%	78%	78%	81%	80%	88%	88%

**SUMMARY OF TOURIST ESTABLISHMENT OCCUPANCY BY SELECTED DISTRICT AND TYPE OF ESTABLISHMENT  
IN PER CENT - JULY 1972**

<i>District</i>	<i>Response in Per Cent</i>	<i>Total</i>	<i>Hotel Motor Hotel (LLB)</i>	<i>Hotel (Non LLB)</i>	<i>Motel</i>	<i>Lodge</i>	<i>Cottage</i>	<i>Cabin</i>	<i>Other</i>
Correct responses.....		794	261	27	171	63	194	57	21
Average Group Occup. District 1 (Vacation Areas 1, 2, 3 & 4) .....	78%	61%	58%	N.A.	61%	N.A.	100%	41%	58%
Average Group Occup. District 2 (Vacation Area 19) .....	94%	74	75	75%	77	68%	73	84	53
Average Group Occup. District 3 (Vacation Area 5) .....	84%	81	81	N.A.	81	N.A.	94	50	50
Average Group Occup. District 4 (Vacation Areas 6, 9 & 37) .....	78%	70	69	47	77	43	79	64	N.A.
Average Group Occup. District 5 (Vacation Areas 7 & 18) .....	99%	77	74	82	75	72	85	66	N.A.
Average Group Occup. District 6 (Vacation Areas 8 & 17) .....	99%	80	65	N.A.	88	76	85	61	37
Average Group Occup. District 7 (Vacation Areas 10, 11, 12, 13 & 33) .....	77%	73	61	78	75	74	82	66	73
Average Group Occup. District 8 (Vacation Areas 14, 15, 16 & 36) .....	70%	74	72	56	81	65	75	N.A.	N.A.
Average Group Occup. District 9 (Vacation Areas 20, 21, 22, 23, 24, 25, 26, 27, 28 & 35) .....	94%	76	67	82	81	72	85	83	N.A.
Average Group Occup. District 10 (Vacation Areas 29, 30, 31, 32 & 34) .....	76%	73	72	N.A.	85	71	69	56	60
Average Total Occupancy .....	1972	74%	69	64	77	72	82	70	58
	1971	68%	65	51	76	60	72	57	50
	1970	71%	70	62	74	60	79	60	49
	1969	67%	64	58	71	58	77	62	62
	1968	70%	62	47	73	70	84	60	68
	1967	68%	68	54	75	56	74	52	56
			1967	1968	1969	1970	1971	1972	
Establishments selected in sample .....			943	902	881	865	909	901	
Correct responses received .....			685	669	672	653	789	760	
Correct responses in per cent of selected sample .....			73%	74%	76%	75%	87%	84%	





## ONTARIO VACATION AREAS

1. Essex-Kent
2. Lambton-Sarnia
3. Central Erie
4. Mid-Western
5. Niagara-Iroquoia
6. Metropolitan
7. Huronia-Lake Simcoe
8. Kawartha Lakes
9. Great Pine Ridge
10. Bay of Quinte
11. Hastings
12. Rideau Lakes - 1000 Islands
13. Seaway Valley
14. Lower Ottawa Valley
15. Upper Ottawa Valley
16. Madawaska Valley
17. Highlands of Haliburton
18. Muskoka
19. Grey-Bruce
20. Parry Sound  
Almagnin Highlands  
Georgian Bay
21. Algonquin Park
22. Nipissing
23. Sudbury
24. Manitoulin
25. Algoma
26. Golden Route -- 101
27. Timiskaming
28. James Bay Frontier
29. Upper Lake Superior
30. Rainy River
31. Lake of the Woods
32. Patricia
33. Land of Lakes
34. Superior Northern Route
35. Kinniwabi Pines
36. Capital Tourist Region
37. Lake Simcoe











Ministry of Industry and Tourism  
Hon. Claude F. Bennett  
Fred J. Pillgrem, Deputy Minister

